



**WEWS**

# ORDER

Flight Dates **10/12/12-10/18/12**

Contract / Revision      **300788 /**

Original Date / Revision  
06/15/12    10/08/12

Advertiser **NRCC IE**

Agency    **National Media Inc**

Buying Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Product  
**NRCC IE 2012**

Agency Com    15%

Billing Contact  
  
**815 Slaters Lane  
Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **2603 TV Oct 12 -Oct 18**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35-64

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	36	\$39,397.50	\$46,350.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$39,397.50</b>	<b>\$46,350.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/18/12	36	\$39,397.50	\$46,350.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/17/12	10/17/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$650.00		0.00			
N 2	WEWS	10/12/12	10/12/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WEWS**

Print Date: 10/10/12

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Contract / Revision     **300788**     Flight Dates **10/12/12-10/18/12**

Hiatus Dates

Original Date / Revision   06/15/12/   10/08/12

Order Sep   00:20:00

Advertiser   **NRCC IE**

Product **NRCC IE 2012**

Estimate #   **2603 TV Oct 12 -Oct 18**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/12/12	10/12/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$550.00		0.00						
N 3	WEWS	10/15/12	10/18/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWT---	:30	8	\$850.00	P-2	0.00	NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	8		\$850.00		0.00						
N 4	WEWS	10/12/12	10/12/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$600.00		0.00						
N 5	WEWS	10/15/12	10/18/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-TWT---	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWT---	3		\$900.00		0.00						
N 6	WEWS	10/12/12	10/12/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/08/12-10/14/12		M-Su 630-7p WNT		630-7p	----F--	:30		<del>(\$2,000.00)</del>		0.00	NM		
See MG 6.2															
[N/A]															
2	WEWS	10/12/12-10/12/12		M-Su 630-7p WNT		630-7p	----F--	:30		<del>(\$2,000.00)</del>		0.00	NM		
Ⓜ See MG 6.3															
[N/A]															
3	WEWS	10/12/12-10/12/12		M-F 5-6p News		5-6p	----F--	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 6.2 10/12															
N 7	WEWS	10/16/12	10/18/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	-T-T---	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-T---	2		\$2,500.00		0.00						
N 9	WEWS	10/12/12	10/12/12	M-F 7-730p M-F 7-730p	CM	7-730p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,000.00		0.00						
N 10	WEWS	10/15/12	10/18/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWT---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$1,200.00		0.00						
N 11	WEWS	10/12/12	10/12/12	M-F 730-8P M-F 730-8P	CM	730-8p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,000.00		0.00						
N 12	WEWS	10/15/12	10/18/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWT---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$1,200.00		0.00						
N 13	WEWS	10/13/12	10/13/12	Nascar Series Nascar Series	CM	12p-12x	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00



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Hiatus Dates

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Advertiser    **NRCC IE**      Product **NRCC IE 2012**

Estimate #    **2603 TV Oct 12 -Oct 18**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WEWS	10/13/12	10/13/12	Nascar Series Nascar Series	CM	12p-12x	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$3,000.00		0.00			
N 14	WEWS	10/15/12	10/18/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWT---	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-WT---					3	\$3,000.00		0.00			
N 15	WEWS	10/14/12	10/14/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$550.00		0.00			
N 16	WEWS	10/12/12	10/12/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$900.00		0.00			
N 17	WEWS	10/15/12	10/18/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MT-T---	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-T---					3	\$1,000.00		0.00			
Totals														36	\$46,350.00